

Signage, Visual & Branding

BACK-LIT BÖXLETTERS

Back-lit Boxletters 2000/2500mm

The back-lit boxletters are individually mounted with spacers.

Supplier: De Goede

Material front and sides: antique brass 1mm

Material backside: polycarbonate 8mm

Spacer: 15mm mounted on the wall

Light source and driver: LED 5000K 12V 2 led, LED driver 12V 60W (produced by De Goede)

Driver position: behind panelling with moulding or facade

Connection: 230V Wieland GST 18/3 male

There is a template available for the correct position of drilling the holes. This template is supplied by De Goede and comes together with the back-lit boxletters.



Drawing of back-lit boxletter



Example of back-lit boxletter



Example of mounting detail



Example of back-lit boxletter on facade

GC to check Final Design. If modifications are necessary (eg. due to local regulations/design guidelines) please discuss with Rituals Construction Manager in alignment with Store Design.

GC to install on timer: Facade Signage (boxletters, blade sign), Instore Signage (lightbox logo 600), Light tracks (window and XL/XXL tree)

More details available in ['Annex 1: Standard Details'](#).

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WINDOW STICKERS

Window Stickers

Philosophy Text Window Sticker

The brand philosophy is made out of individual self-adhesive letters in white RAL 9010 glossy finish.

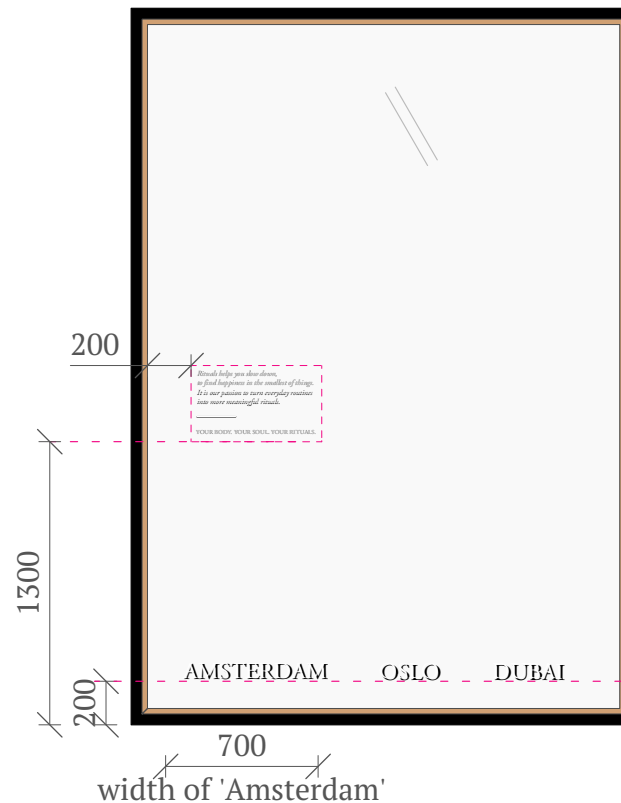
Place on the **outside** of a window at 1300mm high from the exterior floor level. In Spain and Portugal, the philosophy text is placed on the **inside** of the window because of weather conditions.

City Names Sticker

The available window width defines the amount of names. The letters are placed on the inside of a window at 200mm from the floor level.

Please note: If we're not able to place at least three city names stickers in the window, we do not place any city names. We also don't place any city names in combination with flower pots. This is because the city names will be unreadable.

Supplier: De Goede
Colour: white glossy
Material: Oracal 551



Drawing of positions of window stickers



Example of philosophy text window sticker



Example of city names window sticker

WINDOW DIGITAL SCREEN

Window Digital Screen

The digital screen is available in two standard sizes: 65 and 75 inch.

Depending on the window situation there are different leg heights available.

Leg height variations per screen:

- **Window Digital Screen 65":**
756/600/400/200mm
- **Window Digital Screen 75":**
646/500/300mm

The screen is free standing and facing the window, on the back of the screen's stand is a smart frame visual.

Supplier: First Impression

Material frame: steel powder coated black RAL 9005 glossy

GC to bolt base plate of frame to the floor. Discuss position of power and data socket (floor/wall/ceiling) with Rituals CM.

GC to check Final Design. If modifications are necessary (eg. due to local regulations/design guidelines) please discuss with Rituals Construction Manager in alignment with Store Design.

More details available in ['Annex 1: Standard Details'](#).

Please refer for all the technical details and installation to **'ICT manual'**.



Example of window digital screen 65" - front view



Example of window digital screen 65" - back view

WINDOW DIGITAL SCREEN 75"

Window Digital Screen 75" Overview

